

AYA ALKASRAWI

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Experience

Data Analyst

Jan 2018 – Current

NBCUniversal, Department of Information Technology and Telecommunications- New York/US.

I am responsible over several audits that are cost saving Initiatives by the NBCUniversal Procurement Team. These audits have successfully saved the company over **\$800K in 2021** by avoiding monthly recurring costs (MRC). Responsibilities include:

- ✓ Perform ad-hoc analysis and data manipulation to facilitate the creation of ad-hoc financial reports.
- ✓ Report monthly and quarterly data analysis findings to upper management to use in making organizational decisions.
- ✓ Manage the mapping, collecting, and interpreting of data towards producing periodic internal and external audits.
- ✓ Create decision-enabling dashboards and comprehensive reports for senior management.
- ✓ Supply qualitative and quantitative data to executives, partners & clients.
- ✓ Advise on the suitability of methodologies and suggest improvements.
- ✓ Clean-up and optimize data flows for more efficient reporting needs.
- ✓ Develop new reports/audits and delegate tasks to team members.

Business Analyst Intern

Dec 2016 – Jun 2017

United Nations, Office of Information and Communications Technology (OICT) - New York/US.

I assisted OICT's management in creating decision-enabling management reports. The newly created reports integrated data from different systems and leveraged Business Intelligence Dashboards and OLAPs for highly compelling data/ information presentation.

- ✓ Prepared Weekly Global Operational and Management (CIO) statistics reports to measure volume and performance of the IT enterprise applications service desk located in New York, Geneva, Nairobi and Bangkok (e.g., resolution time, customer satisfaction, aging, and trend).
- ✓ Developed robust solutions to help the service desk team evaluate performances of its agents dealing with thousands of tickets and efforts entailed data extraction and analysis of incidents status, service requests status, agent scores on customer satisfaction surveys, ticket time management (time log, resolution time, calls handling) and other key performance indicators (KPIs). Utilized data to develop automated solution providing insights into performance of each agent.
- ✓ Assisted in the standardization of the Service Reporting for four UN Global Service Desks through the development of a Service Management Reporting Suite.
- ✓ Participated in gathering business requirements by analyzing and identifying gaps in the existing reporting capabilities within the current ticketing system: iNeed - logging ticketing system (built in Oracle OBIEE and Business Objects).
- ✓ Responsible for creating dashboard mock-ups, testing, and validating them. Worked together with developers on the creation of solution driven views and dashboards in BI and Qlik.
- ✓ Streamlined the operations processes for the different IT Service Desks using ITIL framework, created draft versions of the Incident Management, Request Fulfilment and Problem Management.

Junior Project Coordinator

Nov 2014 - Jul 2015

Middle East Development Network (MDN), Business and development office - Istanbul/Turkey.

Worked at the Project Management Office (PMO) in ensuring that all projects followed standard policies, processes, and methods. I reported directly to the PMO Chief.

- ✓ Assisted in the development of project proposals, plans, budgets, and schedules based on client requirements.
- ✓ Assisted in creating the reports that were turned into presentations for management team and shareholders.
- ✓ Ensured enhanced processes and services are technically, operationally, and legally supported by analyzing and compiling business requirements solidifying successful implementation.
- ✓ Maintained and updated websites that were related to specific projects or programs.
- ✓ Participated in research activities and prepared a variety of documents, agendas, meeting minutes, and reports, which involved: gathering information, writing, editing, and preparing documents for publication and/or dissemination.
- ✓ I was a member of board of editors of the statistical analysis studies published by Middle East Development Network (MDN) and its research arm SABR Center for Statistical Studies and Public Policies.

Education

Istanbul University
Oct 2013 – Jun 2016

✓ Master of Arts in Economics

University of Jordan
Sep 2008 – Jun 2012

✓ Bachelor of Art in Management Information Systems

Awards / Certification

- Google Data Analytics (Jul 2021)
- Microsoft - Analyzing and Visualizing Data with Power BI (Jun 2020)
- Data Analyst - One Million Arab Coders Udacity initiative (Jan 2018 –Apr 2018)
- Awardee of Turkish Government Scholarship Program (2012 – 2014)
- Ranked the third in my Management Information Systems graduating class 2012.

Technical Skills

- Proficient in the use of MS Word, PowerPoint, Excel, and Access.
- Building and maintaining SQL queries for data analysis and extraction.
- Building and testing dashboards in Business Intelligence (BI) and Qlik.
- Analyzing and Visualizing Data with Power BI and Tableau.
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Languages

- Fluent (speaking and writing) in Arabic, English, and Turkish.